

Consumer markets abroad

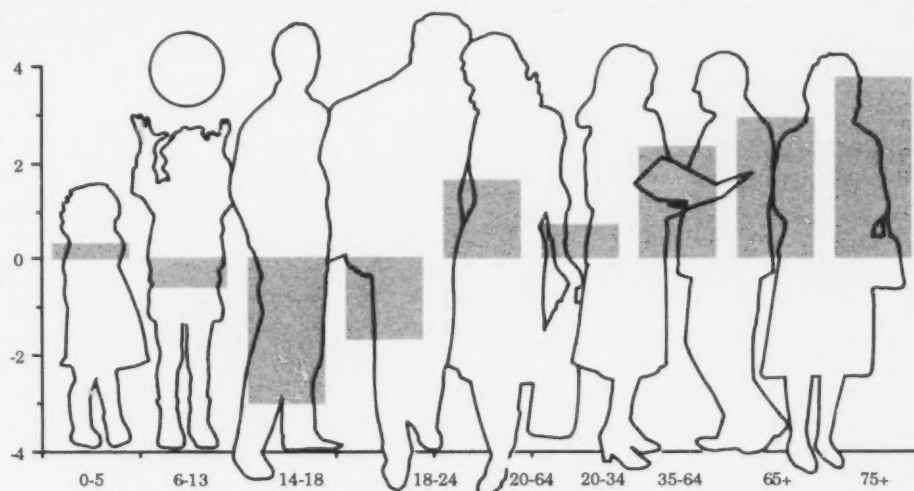
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in depth

CANADA TODAY— RESULTS OF THE 1986 CENSUS

MATURITY MARKET TAKES OVER

(percent average annual change in population distribution by age groups, 1981-1986)



Slower population growth, an aging population, the maturing of the baby-boom generation, more working women, and new family structures are changing the Canadian consumer marketplace. As the baby boom edges into middle age and reaches its peak purchasing power, the maturity market will increasingly become the key to success in Canada's consumer marketplace.

WHERE THEY LIVE

Canada's current consumer market contains slightly under 27 million persons, a bit more than 10 percent of the U.S. population. Eighty percent of all Canadi-

ans live within 200 kilometers of the United States-Canada border, which in effect makes the Canadian market 4000 miles long and 125 miles wide.

To the north of this narrow corridor are rural areas containing only four persons per square kilometer, and beyond these are remote areas which, while representing 80 percent of Canada's land mass, are home to only 1 percent of the population.

The major geographic market component is a 750-mile-long megalopolis stretching from Quebec City southwestward through Montreal, Ottawa, Toronto, and the

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Niagara Peninsula to Windsor. The cities in this area account for more than 40 percent of the population, income, and retail sales in Canada.

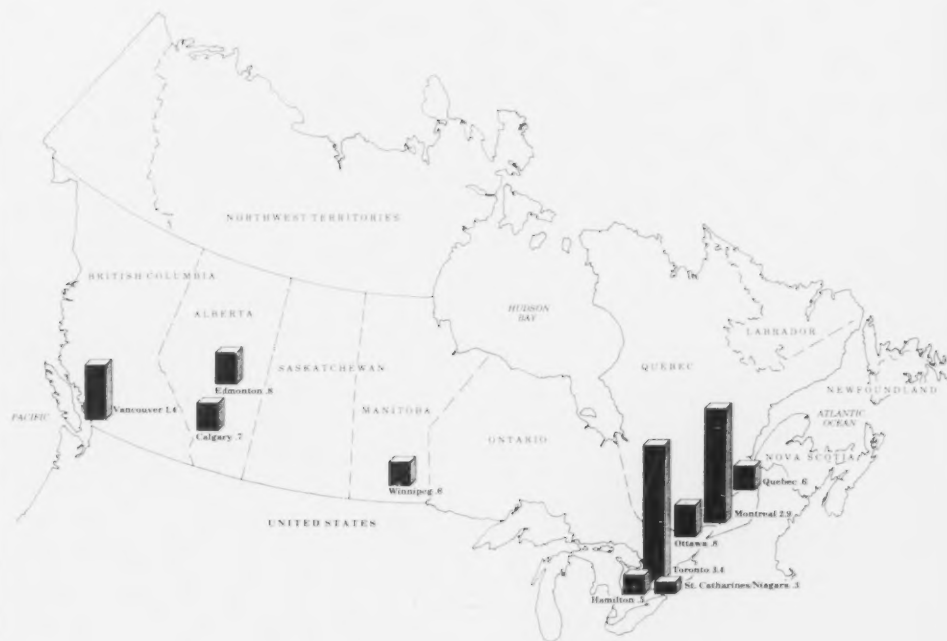
In both the United States and Canada, around 70 percent of the population resides in urban areas. Canada's population, however, is much more concentrated in major metropolitan areas; more than 55 percent versus about 30 percent in the United States. In one respect, the Canadian market consists of several densely populated metro areas separated by large expanses

of sparsely populated country. Some major Canadian cities (Vancouver, Winnipeg) contain half the population of their respective provinces.

ONTARIO'S GROWTH REGAINS MOMENTUM

The populations of the Atlantic provinces and of Quebec have continued to decline as a proportion of the total population throughout the 25-year period 1961 to 1986. This decline has largely been attributed to a more favorable economic climate and opportunities

MAJOR METRO AREAS AND THEIR POPULATIONS (in millions)



Source: Statistics Canada

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elsewhere in the country, and therefore, to east-to-west migration. The boom economy of the late 1970s, centered primarily in Alberta, also attracted a large number of migrants from Ontario.

However, just-released results from the 1986 census reveal some changes in provincial population trends. While the eastern provinces continue to grow the slowest, Ontario's growth has regained some of the momentum lost between 1971 and 1981. Thirty-six percent of all Canadians now live in Ontario. Also of note is a moderation of the rapid 1971-81 population increases in Alberta and British Columbia; these provinces gained only one-tenth of 1 percent each between 1981 and 1986. In spite of the recent slowdown, British Columbia's percentage increase in total population share has been the highest of all provinces since 1961. The moderate climate is a major factor in attracting migrants, as are its highly developed resource and service industries.

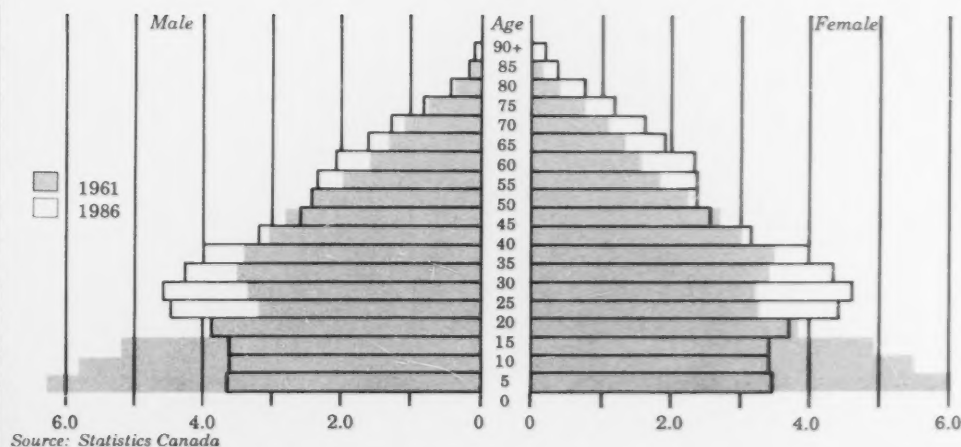
SLOWING POPULATION GROWTH

Canada's growth rate between 1981 and 1986 of 0.84 percent annually was the lowest growth rate in its history, down from a high of about 3 percent annually in the 1950s. The decline in the number of immigrants, from 135,000 in 1981-82 to 85,000 in 1985-86, was the most important determinant in this downward trend as the rapidly falling birthrate had already stabilized at 15 per 1,000 in the late 1970s. Women in Canada now average 1.6 births in their lifetimes, with an increasing percentage of women having their first child after age 30. If present trends continue, Canada's population will peak at about 28 million by 2011, then begin to decrease early in the 21st century.

Five of the ten provinces exceeded the national five-year growth rate of 4.2 percent. Alberta grew the fastest at 6.1 percent between 1981 and 1986.

The decline in the number of immigrants was the most important determinant in this downward trend as the rapidly falling birthrate had already stabilized in the late 1970s.

CANADIAN POPULATION BY AGE AND SEX 1961 AND 1986
(in percent)



Canada's population will peak at about 28 million by 2011, then begin to decrease early in the 21st century.

THE DECLINE OF THE YOUTH MARKET

Changes in the age distribution of the Canadian population will profoundly affect the Canadian market of the 1990s. The child population has now about stabilized with preschoolers (those under age 6) increasing nearly 2 percent between 1981 and 1986 and primary school children decreasing by 3 percent. The youth population (those aged 14 to 24) is in decline, with the secondary school population decreasing by 15 percent between 1981 and 1986 and the young adult population (aged 18 to 24) dropping by 8 percent during the same period. In 1986, only 21 percent of Canadians were under 15 years of age, as compared to 34 percent in 1961 (see pages 8 and 9).

Correspondingly, the proportion of those in the older age groups increased. The adult population—those aged 20 to 64—continued to increase between 1981 and 1986, growing by 8 percent over this period. In 1986, 56 percent of the

working age population were 35 years of age or older.

THE SENIORS BOOM

Canada's senior citizens—numbering 2.7 million in 1986—increased at about twice the rate of the entire population between 1961 and 1986. The proportion of the advanced elderly—those over age 75—grew even faster, resulting in just over 1 million persons aged 75 or over in 1986.

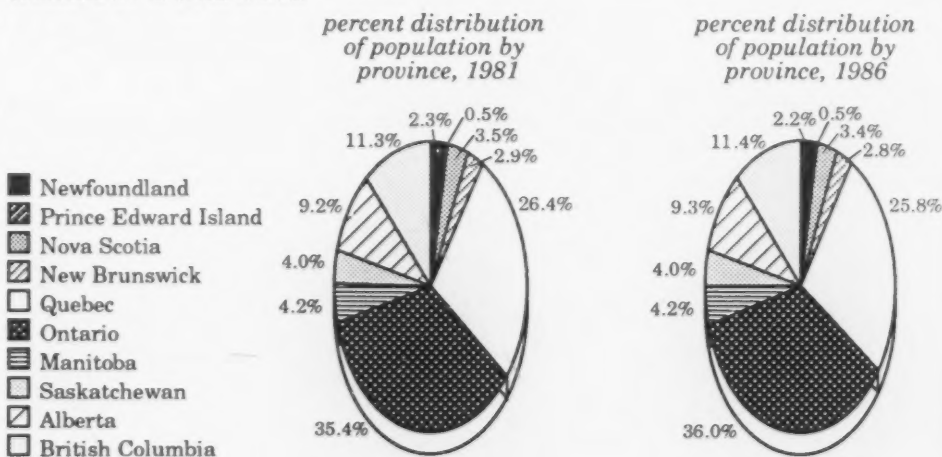
One in ten Canadians is a senior citizen. But, as yet, Canada's elderly are an independent lot. Only 9 percent of those over age 65 in 1986 lived in nursing homes. Twenty-five percent of seniors in 1986 lived alone. One in two lived with a spouse or unmarried children.

For those over age 75, however, 17 percent lived in nursing homes. Those living alone also increased to 30 percent.

NORTHWEST TERRITORIES' RESIDENTS BY FAR CANADA'S YOUNGEST

Of Canada's provinces, British Columbia had the highest median

WHERE IT'S GROWING



age in 1986 (33 years). Ontario and Quebec, with median ages of 32 years each, came in close seconds. By far the youngest populations lived in the Northwest territories. The median age in the Northwest Territories was 24 years in 1986, followed by Newfoundland (28 years) and Alberta and the Yukon (29 years.)

THE CHANGING CANADIAN FAMILY

Smaller families, more lone-parent families, more multiple-earner families, more people living alone. These trends in changing family structure are shared across our borders.

Family size in Canada has dropped consistently since 1961 when the average family size was 3.9 people. Average family size in 1986 was 3.1 people, down from 3.3 people in 1981. The number of families increased moderately between 1981 and 1986 to 6.7 million families, up

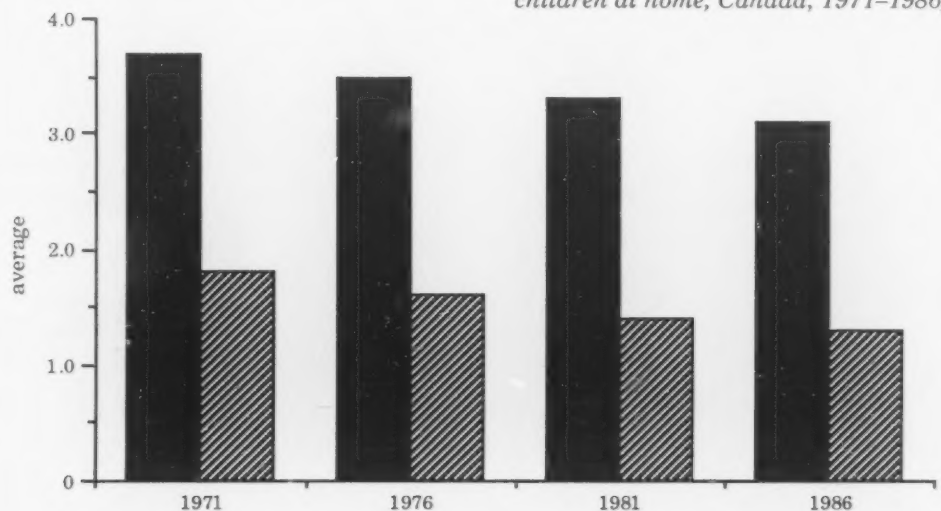
from 6.3 million in 1981. This 6 percent increase pales in comparison to the 13 percent increase between 1971 and 1976 and the 10 percent increase between 1976 and 1981.

Lone-parent families are on the rise and in 1986 accounted for 13 percent of Canadian families, up from 10 percent of Canadian families in 1981. Most lone-parent families are headed by women—80 percent in 1986. Lone-parent families have been increasing at a much faster rate than traditional families, growing 20 percent between 1981 and 1986.

Other alternative-type family structures are also growing rapidly. One out of 12 couples in 1986, for example, reported living in common-law unions, a 38 percent increase over 1981. In 1986, almost one half million families reported their living arrangement as common-law. The Yukon (20 percent) and the Northwest Territories (17

**One in ten
Canadians is
a senior
citizen.**

FEWER KIDS, SMALLER FAMILIES
(average family size and average number of
children at home, Canada, 1971-1986)



Source: Statistics Canada, The Daily, July 9, 1987.

■ average family size
▨ average number of
children at home

trendwatch Canada

More single young adults as youths delay marriage

Lower rates of family formation

Increase in one-person households

More lone-parent families

More common-law unions

Increasing importance of the middle-age and seniors market

Declining importance of the youth market

percent) had the highest proportion of common-law unions, with Newfoundland and Prince Edward Island at the low end with 5 percent of all couples living in common-law unions. Most common-law unions, however, are short-lived, providing a temporary alternative to marriage for many Canadians in the 18-to-29 age group.

Although the growth of families without children has outpaced that of those with children, 70 percent of Canadian families have children at home. These families numbered 4.5 million in 1986. The growth of childless families or empty-nest families (in which children have already left home) between 1981 and 1986 has been dramatic (9 percent). This growth rate far outstrips that of families with children at home (5 percent). Childless families now number 2.2 million.

Although Canadians marry later and have fewer children, family life is still dominant, with more than four out of five Canadians (84 percent) in 1986 living in traditional husband-wife families. This proportion, however, continues to reflect the gradual decline in the percent of the population living in families that began in 1966 when 88 percent of the population lived in families.

By 1981, 60 percent of all Canadian economic families were dual-earner families, up from 33 percent in 1951. Accordingly, the contribution of wives' income to total family income increased by almost 60 percent, from 14.7 percent in 1971 to 23.4 percent in 1982.

NUMBER OF HOUSEHOLDS STILL CLIMBING, MORE PEOPLE LIVING ALONE

While the Canadian population grew 4 percent between 1981 and 1986, the number of households

increased at more than twice that rate. In 1986, there were 8.9 million households, up 9 percent from 1981. This growth rate, however, was considerably slower than that of the period between 1976 and 1981, in which the number of households increased by 16 percent. Ontario and Quebec had the most households, numbering 3.2 million and 2.4 million, respectively.

The aging of the population and the increase in divorce are leading causes of the increase in one-person households. In 1986, 21 percent of all private households were one-person households, up from less than 10 percent in 1961. In 1986, 1.9 million people were living alone.

WOMEN PUSH AHEAD IN EDUCATION

The 1970s ushered in a new era of social and economic opportunities for Canadian women. Women entered universities and colleges at a faster rate than that of men and earned more degrees and diplomas than ever before. By 1982-83, women made up 51 percent of all university students, up from 37 percent in 1970-71. Between 1970-71 and 1982-83, women's university enrollment more than doubled to over 350,000, compared to a 17 percent increase for men during that same period.

Women still trail men, however, in representation in graduate programs and are much more likely than men to be part-time students whether at the graduate or undergraduate level. In 1982-83, women students made up 40 percent of all graduate students, a 23 percent increase from 1970-71. Although more women than ever are attaining advanced degrees, the old rule still holds. The more advanced the degree attained, the more likely

that the recipient is a man. In 1982, 51 percent of bachelor's degrees, 40 percent of master's degrees, and 25 percent of doctorates went to women. These figures compare to 38 percent, 22 percent, and 9 percent respectively in 1971.

Women are entering male-dominated areas of study in increasing numbers. By 1982, for example, 38 percent of law graduates and 36 percent of new M.D.s were women, up from only 9 percent and 13 percent respectively in 1971. But women in postsecondary education remain concentrated in such traditionally female fields of study as education, fine arts, humanities, nursing, and the social sciences.

Educational attainment correlates closely with labor force participation, especially for women. In 1983, 76 percent of women university grads were working in paid employment, as compared to only 26 percent of women with an elementary school education (many of whom are in the older age groups). The largest increase in labor force participation between 1975 and

1983 was among women with post-secondary education.

These gains should be seen in light of the fact that the majority of both Canadian men (70 percent) and women (72 percent) still have only a high school education or less. In 1983, only 8 percent of women aged 15 and over and 11 percent of men aged 15 and over were university graduates. These proportions show considerable growth from 1971, however, when only 3 percent of women and 6 percent of men were university graduates.

OUT OF THE HOME AND INTO THE WORK FORCE

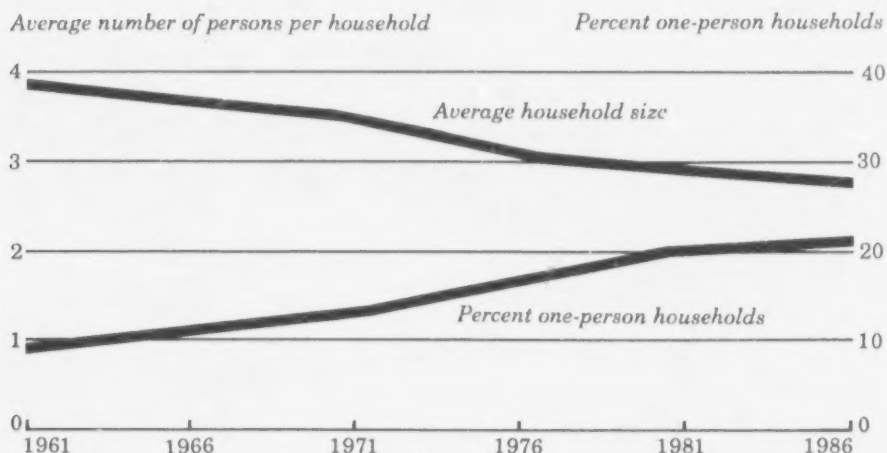
Canadian women are joining the work force in increasing numbers. The labor force participation rate for women aged 25 and over was at the historical high of 53.9 percent in June of 1987.

Between 1975 and 1985, 88 percent of the increase in women's employment occurred in three occupational groups: managerial

The trend toward later marriage has resulted in more young, single adults and the rise of common-law unions.

The proportion of single persons aged 20 to 34 continued to increase between 1981 and 1986.

AVERAGE HOUSEHOLD SIZE AND PERCENT ONE-PERSON HOUSEHOLDS, 1961-1986



CANADA IN 1961:

YOUTHFUL

Median Age:
26.3 years

Total population:
18,238,247

65
years
of
age
and
older

20
to
64

0
to
19

0 10 20 30 40 50 60
percent

and professional, clerical, and service. Women accounted for 70 percent of total employment growth during this same period. This trend continued in 1986 with women aged 25 to 44 accounting for 54 percent of total employment growth. Employment rose 6.9 percent in 1986 for women in this age group, compared to 3.1 percent for men of the same age.

WORKING MOTHERS

Married women and women with small children led the large influx of women into the labor force in the 1970s and 1980s, joining the labor force at over twice the rate of single women. By 1983, 57 percent of women with children were working in paid employment, up from 42 percent in 1975.

As might be expected, the older a woman's children are, the more likely she will be working. In 1983, 62 percent of women with children between the ages of 6 and 15 were working, as compared to 49 per-

cent of women with at least one child under the age of three.

Surprisingly, Canadian working women continue to be the primary caretakers of hearth and home. Working women average about four hours a day on domestic and child care duties, as compared with two hours a day for men and six hours a day for non-working women.

NEW IMMIGRANTS

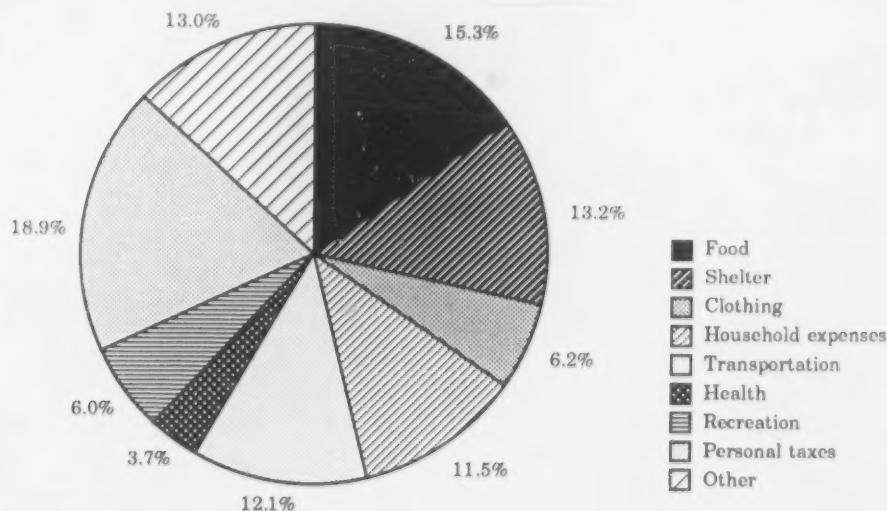
In the last 15 years, immigration to Canada has changed dramatically. European immigration which accounted for 65 percent of all immigration to Canada in 1968-69 dropped to only 35 percent in 1981-82. Immigration from Asia made up the difference, rising from 1 percent to 40 percent over the same period.

GREATER LANGUAGE DIVERSITY

Francophones in Quebec accounted for 81 percent of the population in 1986—5.3 million people. Ontario

TAXES TAKE BIGGEST BITE OF FAMILY BUDGET

(percent of family expenditure by category, Canada, 1984)



Source: Statistics Canada, Family Expenditure Survey, 1984.

had the second greatest concentration of French speakers at a little less than 5 percent of the population of that province. Outside of Quebec, the 1986 census counted 845,000 people who considered French their mother tongue.

Although the proportion of Francophones in Quebec has remained relatively stable in the last five years, linguistic diversity in Canada is increasing. About 10 percent of the Canadian population, 2.9 million persons, in 1986 has a native language other than French or English.

THE 1986 CENSUS

The 1986 Canadian census provides the most reliable and complete data on the Canadian population to date. The first series of detailed data is now available from Statistics Canada. The current release represents vital demographic data on the age, sex, marital status, and mother tongue of each Canadian, plus information on the structure of families and households. Further releases this year include additional information collected from 20 percent of the population on such topics as income, ethnicity, migration, education, labor force activity, and occupation.

A wide range of 1986 products and services, including reference products, data tables, and maps are now available. A custom tabulation service for producing unique data packages is also available. Three special data products have been produced: the National Package, including data for Canada, provinces, and territories; the Regional Package, census metropolitan areas, by region—Atlantic, Quebec, Ontario, Prairies, and Pacific; and the National CMA Package, census

metropolitan areas for the whole country. To learn more about the 1986 census, call (613) 993-7276.

SOURCES

The single best source for socio-demographic data on Canada is Statistics Canada. Statistics Canada regularly publishes a large number of reports covering all facets of Canadian society including the economy, the population, education, agriculture, manufacturing, communications, and technology. It also provides census and intercensal studies.

For trendwatchers in business, government, the media, social planning or education, the magazine-style journal *Canadian Social Trends* is ideal. It provides the latest trend data and analysis on work, income, population dynamics, crime, education, social security, health, and housing and contains the latest figures for major social indicators. *Canadian Social Trends* is available for \$15 per copy/\$50 annually from Publication Sales and Services, Statistics Canada, Ottawa, Ont. K1A 0T6; telephone (613) 993-7276.

For those who want to keep informed on a day-to-day basis, the *Statistics Canada Daily* is a treat. It contains news summaries and announcements of reports, reference papers, and other releases. *Infomat*, a weekly digest, performs the same function on a less frequent basis. The *Statistics Canada Daily* costs \$125 annually; *Infomat* costs \$150 a year.

Individual titles of Statistics Canada publications are too numerous to mention. To obtain a catalogue of available publications, write to Publication Sales at the address above.

—Denise Rusoff

CANADA IN 1986:

AGED

Median age:
31.6 years

Total population:
25,309,330



inside information

CANADIAN REAL FAMILY INCOME RISES AFTER LONG FALL

Average
personal
disposable
income after
inflation is
rebounding.

Rising unemployment and interest rates eroded consumer confidence during Canada's economic seesaw decade of 1973 to 1983. But average personal disposable income after inflation is rebounding from declines experienced during 1981-83 and will steadily increase for the next four or five years, according to Woods Gordon, a leading Canadian management consulting firm.

Between 1980 and 1984, average real income for Canadian families fell from \$37,950 to \$35,770 (expressed in constant 1984 Canadian dollars), representing a radical departure from income trends of the 1970s. The overall decline in family income occurred despite the trend toward increased contributions to family income by working wives.

Preliminary estimates for 1985, however, show once again rising real family income. Average family income rose 2.4 percent in 1985 to an estimated \$38,075, representing an increase of about \$860 per family. But, despite this gain, real family income still lags behind its 1980 figure by 3.5 percent.

Average family income varied widely by region. Alberta and Ontario led the way with average family incomes of about \$40,000 and average income for unattached individuals of about \$18,000 in 1985. Newfoundland and Prince Edward Island registered the lowest average family income at about \$30,000 per family and the lowest income of unattached individuals at about \$12,000.

Two groups were hit hardest by falling real family income. Average family income for families with heads under age 25 declined by 13.7 percent between 1981 and 1984—about \$3,600. Families with heads aged 45 to 64 also experienced sharp reductions in real family income during the same period. Real family income for families with heads aged 45 to 54 declined by 4.7 percent (\$2,200), while family income in families headed by persons aged 55 to 64 decreased by about 4 percent (\$1,800). The only families that gained ground were those headed by someone aged 65 or older. Average real income of these families was 4.9 percent greater in 1984 than in 1981.

Income distribution, however, changed little between 1951 and 1981. When income including social benefit payments are considered, the poorest 20 percent of Canadian families and unattached individuals still only garner 4 percent of total income. The share of income earned by the richest 20 percent of Canadian families and unattached individuals has fallen only slightly from 43 percent of total income in 1951 to 42 percent of total income in 1981.

Inflation, decreased purchasing power, the increased risk of unemployment, and slower economic growth have created a more cautious and demanding Canadian consumer. But buoyed by the recent trend of rising real income, the Canadian consumer is again showing a willingness to buy.

For an in-depth treatment of Canadian income trends, refer to the Statistics Canada publication *Charting Canadian Incomes 1951-1981*.

Other informative publications by Statistics Canada on this topic include *The Distribution of Wealth in Canada* (1984) and *Income Distributions by Size in Canada, Preliminary Estimates* (1985). To order, contact Roger Love at (613) 991-6898, Labor and household Surveys Analysis Division.



TWO-EARNER FAMILIES DOMINATE HIGHEST INCOME GROUP

The percentage
of the highest
income group:

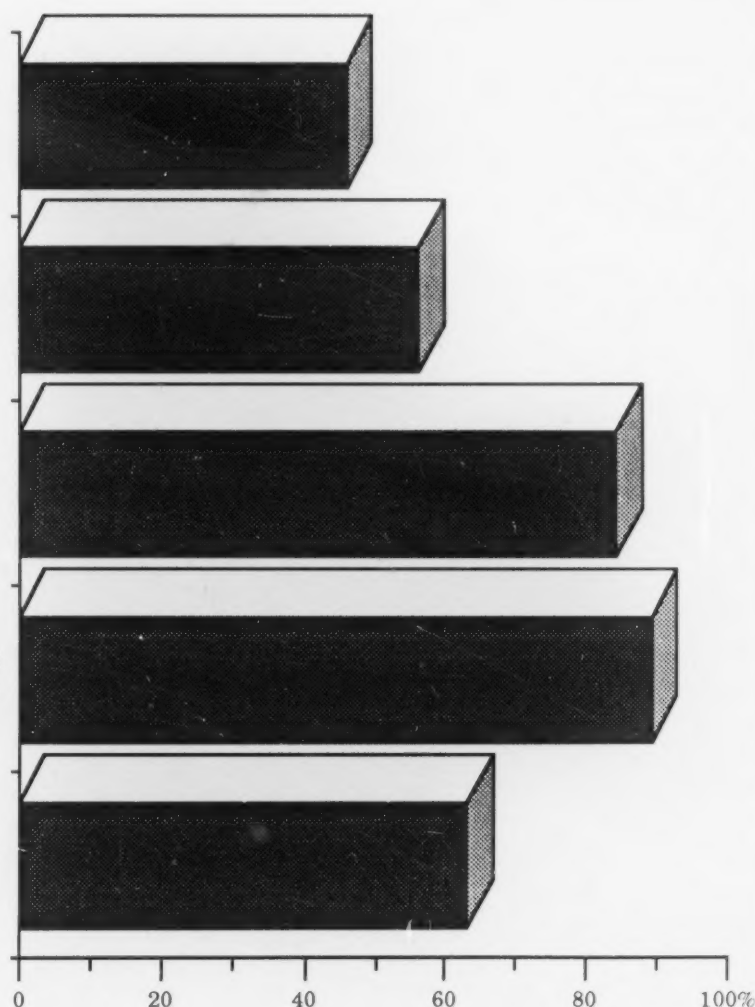
which consists of
married couples
with children

with wages and
salaries as the
major income

with two or
more earners

with husbands 35
to 54 years of age

with husbands
whose highest
level of education
is some
postsecondary



**Average real
income of
families
headed by
oldsters was
up 4.9 percent
between 1981
and 1984.**

Source: Charting Canadian Incomes 1951-1981, Statistics Canada, 1984.

special
reportCANADA'S
PROFES-
SIONAL
WOMEN

Canadian women in male-dominated professions earn less overall than their male counterparts.

A professional woman in Canada is likely to be young, educated, and may have a family as well. She is rapidly entering areas previously dominated by men, choosing such professions as law or civil engineering over teaching-related professions. But, despite significant progress, Canadian women in male-dominated professions earn less overall than their male counterparts and have a harder time juggling career and family.

PROPORTION OF WOMEN LAWYERS
AND CIVIL ENGINEERS TRIPLES
IN JUST 10 YEARS

Between 1971 and 1981, Canadian women in professional occupations dropped from 43.1 percent to 42.5 percent of the total number of professional workers. (The Canadian

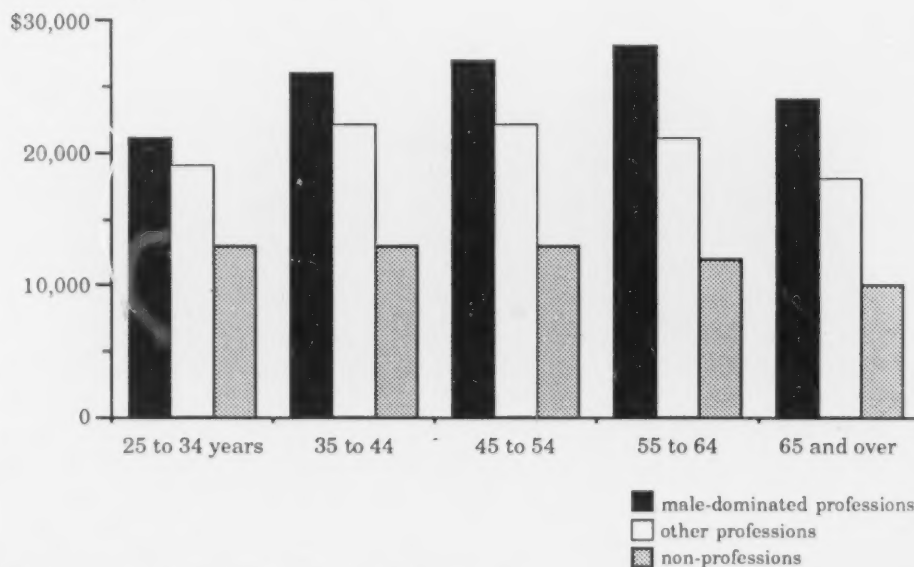
statistics bureau defines a professional occupation as any occupation in which 45 percent or more of professionals have at least a bachelor's degree.)

This drop was the result of a decrease in female representation in four occupations largely held by women: elementary and kindergarten teachers, secondary school teachers, teachers of exceptional students, and dietitians and nutritionists. In 1971, nearly 80 percent of all professional women were working in five of 46 professions—all teaching-related. Ten years later, women accounted for only 60 percent of professionals in these fields.

Despite this overall drop, Canadian women made significant increases in those professions defined as "male-dominated"—professions

MORE MONEY...

(income of women who worked full-time, full-year in 1980, by age and occupation)



Source: Who are the Professional Women?, Statistics Canada, 1987.

Full-time, full-year women workers in male-dominated professions in 1980 had higher incomes than those who worked in other professions or non-professions. These women were much more likely to have never married than women in other occupations.

in which 66 percent or more of workers are male, based on 1971 labor force participation rates. The proportion of women lawyers and civil engineers tripled between 1971 and 1981, with the proportion of women MDs increasing by 70 percent over the same period.

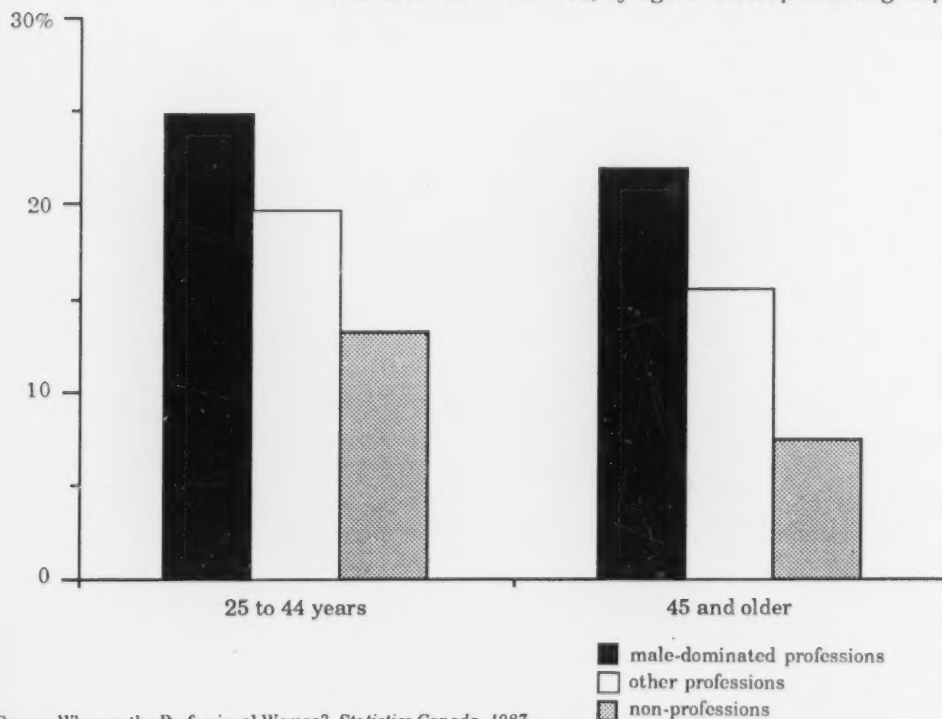
Women accounted for 18.6 percent of workers in male-dominated professions in 1981, up from 11.4 percent in 1971. One in three persons entering or re-entering male-dominated professions between 1971 and 1981 was a woman. Men accounted for 71 percent of the net increase of 182,540 persons in these professions, while women accounted for 29 percent.

Striking gains were made by younger women—aged 15 to 34—accounting for 60 percent of the total female increase in employ-

ment. Only 34 percent of the increase made by men was in this age group. Women accounted for more than 50 percent of the increase in social sciences and related fields (54.2 percent of the change), chemists (50.8 percent), economists (55 percent), university teaching and related occupations (55 percent), pharmacists (78.3 percent), and optometrists (52 percent). Although women are entering these professions at a greater rate than men, their representation in the majority of professions remains considerably less than that of men. For example, women accounted for 50.8 percent of the increase in the number of chemists, but still accounted for only 20.4 percent of all chemists in 1981.

One in three persons entering or re-entering male-dominated professions between 1971 and 1981 was a woman.

...FEWER HUSBANDS
(percent of women who have worked since January 1, 1980 who have never married, by age and occupational group)



EQUAL PAY FOR EQUAL WORK STILL A LONG WAY OFF

In every age group, among workers in male-dominated professions who worked full-time, full-year in 1980, men's incomes exceeded women's. The average income for men of all ages in these professions was \$33,855. For women, the average income was \$24,069. The gap narrows at each end of the age spectrum. For persons aged 25-34, the average employment income was \$27,307 for men and \$21,007 for women—a gap of \$6,300. For those women who were still in the work force at age 65 or older, the gap narrowed even further, with the average income in male-dominated professions \$29,623 for men and \$24,745 for women—a gap of only \$4,878.

Even at equal educational levels, income differences are obvious. In male-dominated professions in which workers had a university degree and worked full-time, full-year in 1980, 29 percent of men made over \$40,000, but only 9.5 percent of women made that amount. In this same group, 7.1 percent of the women made under \$10,000, but only 5.1 percent of the men made so little, leading to the conclusion that the obtainment of a university degree does little to narrow the wage gap.

FOREGOING FAMILY FOR CAREER

Education does, however, seem to affect family structure. The combination of a university degree and the choice of a professional career in a male-dominated field may not necessarily raise a woman's income to over \$40,000, but it may very well decrease her chances of marriage. Women 25 years of age

or older who had worked since January 1, 1980, in a male-dominated profession and who held a university degree were twice as likely to have never married. About 16 percent of the women in male-dominated professions without postsecondary education had never married, compared to 27.3 percent of those with a university degree. In addition, the average age at first marriage increased from 23 years to 24 years for women holding a university degree.

Women working in male-dominated professions are either choosing to delay childbearing or deciding not to have children at all. In fact, women aged 25 or over in male-dominated professions who had worked since January 1, 1980 accounted for the highest proportion in the non-family category overall (27.6 percent). Only about 62 percent of these women were wives, compared to 80 percent of men who were husbands. About 38 percent of wives in male-dominated professions were childless, compared to about 30 percent of wives in other professions and 28 percent in non-professional employment who had children. In fact, women in male-dominated professions had fewer children at home overall.

Overall, women in male-dominated professions had higher levels of education, higher income levels, and higher full-time employment rates than women in other professions or non-professional women. However, they also had a higher age at first marriage and a greater proportion of them had never married at all. They had fewer children, suggesting that they may be putting off marrying and starting a family in order to further their careers. Unfortunately, women in

Women working in male-dominated professions are either choosing to delay childbearing or deciding not to have children at all.

Reminder:

Your December issue of *Consumer Markets Abroad* will be the 1988 edition of **Trends and Opportunities Abroad**, your updated reference guide to overseas markets. This guide will be mailed free of charge to all *Consumer Markets Abroad* subscribers and should be in your hands in early January 1988.

Trends and Opportunities Abroad 1988 contains the latest information on economic, demographic, and social characteristics for the world's top 50 export markets. Information is presented using the five categories of the "Country Cluster System," a copyrighted concept that makes cross-cultural comparison of data an efficient reality.

Use **Trends and Opportunities Abroad 1988** to pinpoint your overseas markets and increase sales of your products and services—worldwide. To order additional copies of this softbound reference guide at \$59.95 each, call toll free **1-800-828-1133**. Be sure to have your credit card handy.

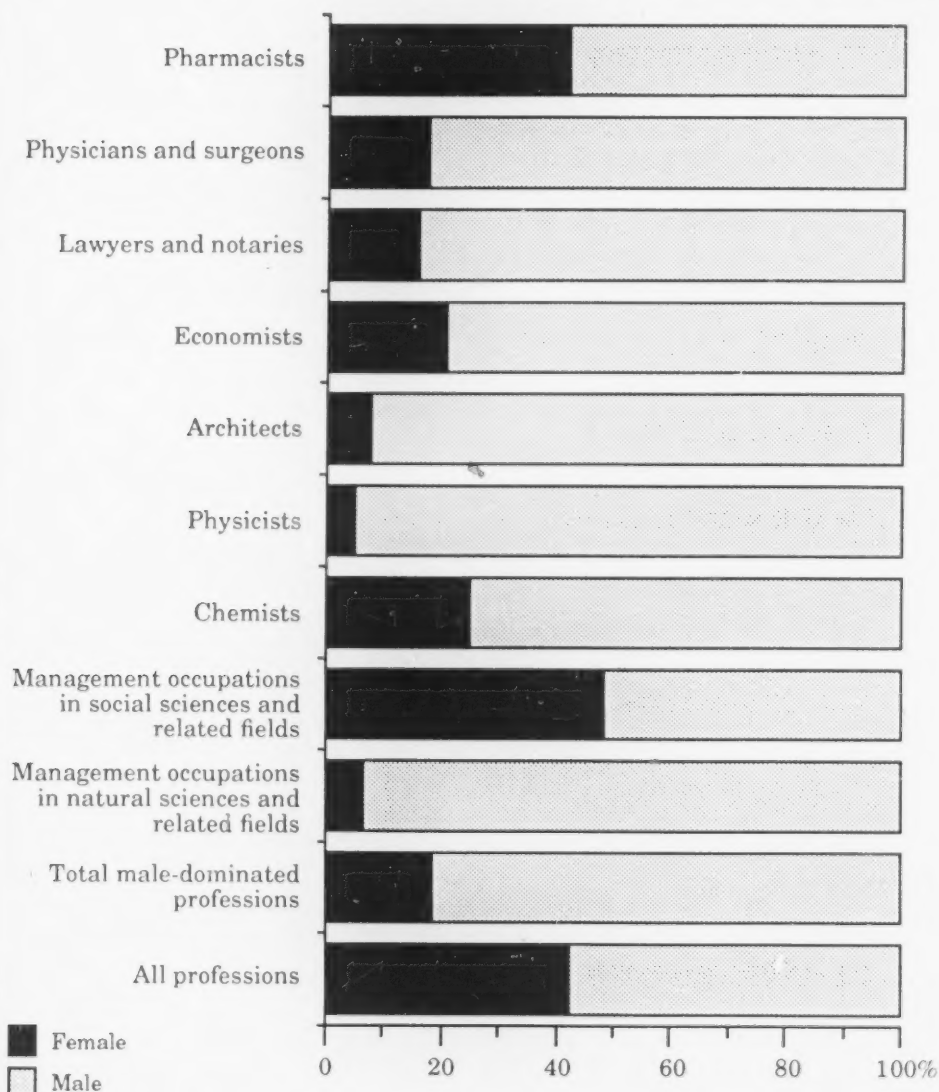
male-dominated professions still had a lower average level of income than men in any profession.

For further information on Canada's professional women, contact the Housing, Family and Social Statistics Division of Statistics Canada at (613) 990-9298, or order

Who are the Professional Women? (from which most of the information in this report was obtained) from Statistics Canada Publications Sales and Service by calling (613) 993-7276.

—Janet McClafferty, Research Assistant,
Consumer Markets Abroad

WOMEN STILL LAG BEHIND
(proportion of women in male-dominated and other professions, 1981 census)



Source: *Who are the Professional Women?*, Statistics Canada, 1987.

publications

CHINA POPULATION PRIMER

China's Changing Population, by Judith Banister, August 1987, Stanford University Press, California, 488 pp., \$49.50. Order from: Stanford University Press, Stanford, CA 94305-2235.

This comprehensive analysis of 35 years of population change in the world's most populous country takes advantage of the major transformation that took place in the quality and availability of China's collected demographic data after 1982. Using the results of the 1982 census and crucial recently released data, the author examines the demographic

changes affecting the more than one-fifth of the world's people who live in China.

Topics covered include the quality of China's population data, health and morbidity, mortality, the setting for fertility decline, late marriage and birth planning, the one-child family campaign, fertility, population distribution, internal migration, and ethnic groups.

"Tracing the population changes in China is important if we wish to understand that country at all."

—*Judith Banister,*
China's Changing
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